

ORDER

KSNV

Orders

Order / Rev: 102137
 Alt Order #: 06815981
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 2214
 Flight Dates: 11/05/12 - 11/06/12
 Original Date / Rev: 05/24/12 / 05/25/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Placement, Inc.
 Buying Contact:
 Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heck, Joe for Congress
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	31	\$17,015.00	\$14,462.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$17,015.00	\$14,462.75	0.00
Totals	31	\$17,015.00	\$14,462.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$17,015.00
Market	100%	\$45,986.49

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$12,416.35
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$9,197.30
KTUD	0%	\$0.00
KVVU	16%	\$7,357.84
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	11/05/12	11/06/12	M-F 5-6a WakeUp w/Wagners	5-6a		MT-----	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			4			\$400.00		0.00			

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E 1	KSNV	11/05/12	11/06/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners		5-6a	MT-----	:30	4	\$400.001		0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$400.00		0.00			
E 2	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	:30	4	\$725.001		0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$725.00		0.00			
E 3	KSNV	11/05/12	11/06/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$900.001		0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$900.00		0.00			
E 4	KSNV	11/05/12	11/06/12	M-F Today Show II 3rd H@M M-F Today Show II		9-10a	MT-----	:30	4	\$425.001		0.00	NM	4	\$1,700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$425.00		0.00			
E 5	KSNV	11/05/12	11/06/12	M-F Today Show III 4th H@M Today 4th Hour		10am-11am	MT-----	:30	4	\$325.001		0.00	NM	4	\$1,300.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					4	\$325.00		0.00			
E 6	KSNV	11/05/12	11/06/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.001		0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$425.00		0.00			
E 7	KSNV	11/05/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.001		0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 8	KSNV	11/05/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	3	\$575.002		0.00	NM	3	\$1,725.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					3	\$575.00		0.00			
E 9	KSNV	11/05/12	11/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$795.002		0.00	NM	1	\$795.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$795.00		0.00			
E 10	KSNV	11/05/12	11/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$795.002		0.00	NM	1	\$795.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$795.00		0.00			
E 11	KSNV	11/05/12	11/05/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$450.002		0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$450.00		0.00			
E 12	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$575.002		0.00	NM	1	\$575.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$575.00		0.00			
E 13	KSNV	11/05/12	11/05/12		CM	1135p-1237a	M-----	:30	1	\$275.002		0.00	NM	1	\$275.00

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				The Tonight Show											
				Tonight Show											
LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----		1				\$275.00		0.00			
													Totals	31	\$17,015.00